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**HOLMEN HIGH SCHOOL HIGH SCHOOL STANDOUT NAMED
GATORADE® WISCONSIN BASEBALL PLAYER OF THE YEAR**

CHICAGO (May 27, 2014) — — In its 29th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with USA TODAY High School Sports, today announced Jeren Kendall of Holmen High School as its 2013-14 Gatorade Wisconsin Baseball Player of the Year. Kendall is the first Gatorade Wisconsin Baseball Player of the Year to be chosen from Holmen High School.

The award, which recognizes not only outstanding athletic excellence, but also high standards of academic achievement and exemplary character demonstrated on and off the field, distinguishes Kendall as Wisconsin's best high school baseball player. Now a finalist for the prestigious Gatorade National Baseball Player of the Year, Kendall joins an elite alumni association of past state award-winners in 12 sports, including Derek Jeter (1991-92, Kalamazoo HS, Mich.), Roy Halladay (1994-95, Arvada West HS, Colo.), David Price (2003-04, Blackman HS, Tenn.), Chipper Jones (1989-90, Bolles School, Fla.), Derek Lee (1992-93, El Camino HS, Calif.) and John Lester (2001-02, Bellarmine Prep, Wash.).

The 5-foot-10, 180-pound senior outfielder has led the Vikings to a 16-0 record and first place in the Mississippi Valley Conference, with the Division I playoffs scheduled to begin June 17. At the time of his selection, Kendall owned a batting average of .600 with four home runs, 26 runs scored, 25 RBI and a 1.225 slugging percentage. A 2013 First Team All-Conference selection, he also produced a .704 on-base percentage and 14 steals through 16 games.

Kendall has maintained a 3.63 GPA in the classroom. He has volunteered locally on behalf of Students Envisioning Equality Through Diversity (SEEDS), the Childhood Cancer Foundation and as a youth baseball coach.

"Jeren Kendall is by far the best player in the region if not the state," said Matt Ziemba, head coach at Tomah High. "He has all five tools and also possesses a quality of confidence that allows him to slow the game down and showcase any tool necessary. He is very polite and takes his game very seriously."

Kendall has signed a National Letter of Intent to play baseball on an athletic scholarship at Vanderbilt University this fall.

The [Gatorade Player of the Year](#) program annually recognizes one winner in the District of Columbia and each of the 50 states that sanction high school football, girls volleyball, boys and girls cross country, boys and girls basketball, boys and girls soccer, baseball, softball, and boys and girls track & field, and awards one National Player of the Year in each sport. The selection process is administered by the Gatorade high school sports leadership team in partnership with [USA TODAY High School Sports](#), which work with top sport-specific experts and a media advisory board of accomplished, veteran prep sports journalists to determine the state winners in each sport.

Kendall joins recent Gatorade Wisconsin Baseball Players of the Year Scott Schreiber (2012-13, Kimberly High School), Kyle Cody (2011-12, McDonell Central Catholic High School), Sam Mahar (2010 - 11, Tremper High School), Bobby Juan (2009-10, Central), Brad Schreiber (2008-09, Kimberly), Phil Schreiber 2007-2008, Kaukauna) and Nick Rice (2006-2007, Tremper) among the state's list of former award winners.

To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow us on Twitter. For more on the Gatorade Player of the Year program, including nomination information, a complete list of past winners and the announcement of the Gatorade National Player of the Year, visit www.gatorade.com/poy.

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